

What is claimed is:

1. In a container comprising a pair of side walls for defining a container interior and at least one open end, and a reclosable sealing device including a first locking member and a second locking member, each formed with a web respectively extending along the side walls adjacent the open end, the first and second locking members being repeatedly matable so that upon mating engagement of the first and second locking elements along their substantially entire lengths, the open end is substantially entirely closed, the improvement comprising:

visual indicia means provided by printing automatically and directly applied substantially entirely across at least one of the webs in the vicinity of the first and second locking members to present various graphics for identity or aesthetic purposes and facilitate locating and closing the sealing device.

2. A web arrangement having a pair of webs to be secured to a pair of side walls of a container having a reclosable open end, the web arrangement comprising:

a first locking member formed on one of the webs;

a second locking member formed on the other of the webs, the first and second locking members being repeatedly matable so that upon mating engagement of the first and second locking members along their substantially entire lengths, the open end is substantially entirely closed, and

visual indicia means directly printed along substantially an entire length of at least one of the first and second locking members before the webs are secured to the side walls of the container.